



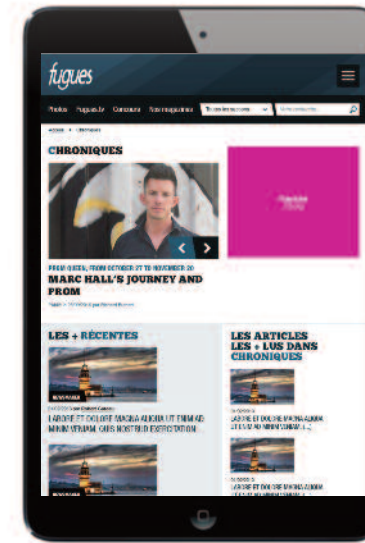
FUGUES.COM THE MOST READ WEBSITE BY LGBT IN QUEBEC

Interviews, reports, columns, specific videos of interest for gay, lesbian, bisexual and transgender people

DESKTOP AND LAPTOP COMPUTERS 44 %



TABLETS 16 %



FUGUES.COM IS A RESPONSIVE WEB SITE

PHONES 40 %



IMPACT

459 650
pages viewed / month

158 500
visitors / month

32%

of our visitors download at least on virtual copy of our magazines, each month

OPTIMIZED ADVERTISING PLACEMENT: EVERYWHERE, IN REAL TIME

DISPLAY

• 80% of banner display time is at 100% of their surface

RELEVANCE OF ADVERTISING

- 80 % pay attention to the advertising banners on Fugues.com declare that they are relevant
- 72 % say they help them with their decisions

2,9 PAGE VIEWED / VISIT

AVERAGE DURATION OF VISITS > 4 minutes

74% of our readers regularly purchase products and services after seeing an ad on Fugues.com

STATISTIQUES POUR LA PÉRIODE

DU 1^{ER} AVRIL 2017 AU 31 SEPTEMBRE 2017

MEDIA KIT WEB 2018

WEBSITE FUGUES.COM

FUGUES NEWSLETTER

SOCIAL NETWORK PAGE AND ACCOUNTS

READERS PROFILE & VISIBILITY

RATES AND KIND OF VISIBILITY

ÉDITIONS NITRAM

1276 AMHERST ST.
MONTRÉAL
QC H2L 3K8
T.514-848-1854
F.514-845-7645
www.fugues.com

FUGUES.COM BANNERS - SIZES AND RATES / MONTH (DEPENDING OF THEIR LOCATION)

VISIBLE BANNERS VIA ALL PLATFORMS — ORDIS OFFICE AND PORTABLE, TABLETS AND MOBILE (SMART PHONES)

RATES FOR THOSE WHO ADVERTISE ON THE WEB ONLY			HALF PAGEE 300 X 600 PIXELS
FIDELITY RATES FOR ADVERTISERS WHO ALSO PLACE AD IN OUR MAGAZINES REBATE UP TO 60% ON REGULAR RATES	BIG BOX 300 X 250 PIXELS	HALF BOX 300 X 125 PIXELS	
VISIBILITY IN ROTATION ON HOME PAGE	\$ 1,500 \$ 600		MONTHLY RATES
VISIBILITY IN ROTATION ON EVERYWHERE EXCEPT ON THE HOME PAGE	\$ 2,500 \$ 1 000	\$ 1,800 \$ 725	
VISIBILITY IN ROTATION ON THE NEWS + COLUMNS + INTERVIEW PAGES	\$ 1,500 \$ 600	\$ 900 \$ 375	\$ 2,200 \$ 900
VISIBILITY IN ROTATION ON THE TRAVEL & ESCAPADES PAGES	\$ 750 \$ 300	\$ 475 \$ 190	\$ 1,100 \$ 450
VISIBILITY IN ROTATION ON THE DECOHOMME PAGES	\$ 750 \$ 300	\$ 475 \$ 190	\$ 1,100 \$ 450
VISIBILITY IN ROTATION ON THE GOOD LIVING + CONSUMER PAGES	\$ 750 \$ 300	\$ 475 \$ 190	\$ 1,100 \$ 450
VISIBILITY IN ROTATION ON THE GOJON OUT + REPERTORY PAGES		\$ 750 \$ 300	

SIZES AVAILABLE FOR BANNERS



REBATE ON VOLUME

5% REBATE ON A CONTRACT OF 3 CONSECUTIVE MONTHS

10% REBATE ON A CONTRACT OF 6 CONSECUTIVE MONTHS

TECHNICAL SPECS

DOCUMENTS QUALIFIED

- gif, animated gif*, jpeg
- **POIDS MAXIMUM** 63k / bannière
- * For an animated GIF, the first frame of the animation cannot be a plain background. This image must contain a minimum of relevant information on the campaign. **IMPORTANT** : note that the 2007 and 2010 versions of Outlook do not support animated GIF.

- html 5
- **MAXIMUM WEIGHT** 150k / banner
- * We only accept universal ClickTags.

- *no FLASH banners*
- Flash is not supported on tablets and mobiles

SEND YOUR MATERIAL

- via the email of your sales representative
- + CC our webmaster at jcmariet@fugues.com

BANNERS VISIBLE ONLY WHEN ACCESSED VIA COMPUTERS
(not visible on tablets and smartphones)

SUPERBANNERS DESKTOP (LEADERBANNER)
728 X 90 PIXELS

VISIBILITY IN ROTATION ON HOME PAGE	\$ 900 \$ 375
MONTHLY RATE	
VISIBILITY IN ROTATION ON EVERYWHERE EXCEPT ON THE HOME PAGE	\$ 1,500 \$ 600

FOR SPONSORSHIPS THE VALUE OF THE VISIBILITY WILL BE CALCULATED ACCORDING TO RATES "WEB ONLY"

FUGUES.COM CONTENT CREATION

CONTENT CREATION AND INTEGRATION

1. EDITORIAL CONTENT (DIGITAL)

- 1 TEXT OF 250 TO 400 WORDS : \$ 700
- 2 TEXTS DE 250 TO 400 WORDS : \$ 950
- 1 TEXTS DE 600 TO 750 WORDS : \$ 1,250
- 2 TEXTS DE 600 TO 750 WORDS : \$ 1,900

2. CONTEST & DRAWS (AUTOPROMO ON WEBSITE AND IN NEWSLETTER)

CASH COST BETWEEN \$ 300 AND \$ 600 DEPENDING ON THE DURATION OF THE CONTEST
+ THE PRIZES OFFERED (WHICH MUST REACH US BEFORE THE BEGINNING OF THE CONTEST)

3. VIDEO STREAMING YOUTUBE (ON FUGUES.COM) IN POSITION "FEATURED" FOR AT LEAST 5 DAYS IN THE FUGUES.TV MODULE AND / OR EMBEDDED IN THE BODY OF THE ARTICLE.

STARTING AT \$ 500 (depending on the duration of the visibility)

4. INCLUSION OF A PHOTO INTO A SHORT TEXT (LESS THAN 15 WORDS) IN THE VIDEO CLIPS

- « FUGUES MUST : À VOTRE AGENDA »
- « FUGUES IS PROPOSING »
- « LTHE WEEK NEWS IN ONE MINUTE »

AVAILABLE ON FUGUESTV (VIA THE YOUTUBE CHANNEL ON FUGUES.COM) AS WELL AS ON THE FACEBOOK PAGE OF FUGUES AND / OR DECORHOMME AND / OR ZIP

STARTING AT \$ 500

5. PRESENTATION OF A SECTION OR SECTION OF THE SITE

Prices on request

1.



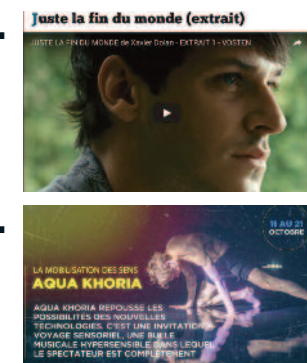
2.



3.



4.



DEMOGRAPHIC DATAS

GENDER

- MALE 61 %
- FEMALE 39 %

AGE

- 18 - 34 yrs 42 %
- 35 - 54 yrs 42 %
- 55 yrs and + 15 %

AVERAGE AGE

35,5 yrs

LOCATION WHEN HOOKING UP ON THE WEB SITE

- Canada 75 %
- France, Belgium & Switzerland 18 %
- Elsewhere in the world 7 %

• About 1/3 of the connections outside Canada are made by Canadians on vacation.

• 1/2 of the connections outside Canada are made by foreigners who plan to come to Quebec in the next 6 months

INCOME

- AVERAGE HOUSEHLD INCOME \$ 80,000\$ / yr
- MEDIAN INCOME \$ 76,000\$ / yr

51 % HAVE A FAMILY INCOME OVER \$ 75,000

31 % PLAN TO PURCHASE A COMPUTER OR TABLET IN THE NEXT 12 MONTHS

59 % PLAN TO TRAVEL BY PLANE IN THE NEXT 12 MONTHS

36 % PLAN TO MAKE THE PURCHASE OF A NEW SMARTPHONE IN THE NEXT 12 MONTHS

EVENTS

SECTION GOING OUT	ONE TIME NON REGULAR ADVERTISERS	PARTNERS 50% REBATE
ONE EVENT	\$ 300	\$ 150
FOR 4 EVENTS ON A PERIOD OF 6 MONTHS	\$ 900	\$ 450

REPERTORY

SECTION REPERTORY	WEB ONLY NON REGULAR ADVERTISER	REGULAR ADVERTISERS
BASIC INSCRIPTION 1 PHOTO (OU LOGO) + ADRESSE + SITE (AVEC LIEN) + COURRIEL + LOCALISATION SUR LA CARTE	\$ 250 / year	free
COMPLETE BASIC + MORE PHOTOS + BILINGUAL TEXT (ENGLISH + FRENCH) DESCRIBING THE ESTABLISHMENT + POSSIBILITY TO DOWNLOAD DOCUMENT IN PDF OR WORD	\$ 750 / year	\$ 200 / year
UPDATE	\$ 100 / update	\$ 50 / update

EACH MONTH..

39 % OF READERS SEE AT LEAST TWO PAID SHOWS.

44 % SPEND MORE THAN 300\$ IN RESTOS.

43 % GO REGULARLY IN BARS AND SAUNAS.

65 % SPEND MORE THAN 100\$ IN BEAUTY PRODUCTS



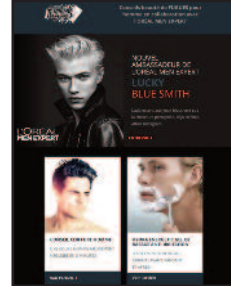
FUGUES NEWSLETTER BANNER'S RATES / SENDING

WEB ONLY RATES FOR THOSE WHO ARE NOT REGULARLY ADVERTISING WITH US	FIDELITY RATES FOR REGULAR ADVERTISERS (MAGAZINE OR WEB)	
BIG BOX FIRST 3 SPOTS	\$ 600	\$ 450
BIG BOX STARINT AT THE 4TH SPOTS	\$ 400	\$ 300
SUPERBANNER	\$ 400	\$ 300
HALF BIG BOX	\$ 300	\$ 200
SPONSORED CONTENT: PHOTO + TITLE OF AN ARTICLE ON FUGUES.COM (CONTENT PRODUCED IN COLLABORATION WITH OUR EDITORIAL TEAM)	\$ 400 by sponsored content in the newsletter	\$ 300



DEDICATED NEWSLETTER

RATES ON REQUEST
From **\$2,500**
to **\$7,500**
depending of the
amount of
programming
and content
to produce



MEDIA KIT WEB 2018

WEBSITE
FUGUES.COM

FUGUES
NEWSLETTER

SOCIAL NETWORK
PAGE AND ACCOUNTS

READERS PROFILE
& VISIBILITY

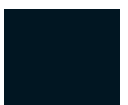
RATES AND KIND OF
VISIBILITY

REBATE 5% on a contract of 25 newsletter sendings
10% on a contract of 50 newsletter sendings

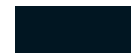
BANNERS SIZES

SUPERBANNER (OR LEADERBANNER)
728 X 90 PIXELS

BIG BOX
300 X 250 PIXELS



HALF BOX
300 X 125 PIXELS



DOCUMENTS QUALIFIED

- gif, animated gif*, jpeg **MAX WEIGHT 63k / banner**

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SOCIAL NETWORKS VISIBILITY



facebook.com/fugues
**FACEBOOK
FANS & IMPACT**

12 475 FANS :
WEEKLY IMPACT
available for the publi-
cation on our page :
82 800 persons
reached
**INTERACTION BY THE
FANS WEEKLY : 29 300**

AVERAGE AGE
34 yrs
**AGE GROUP
BREAKDOWN**
18 - 34 yrs **44 %**
35 - 54 yrs **41 %**
55 yrs and + **15 %**

FANS PROFILE
GENDER
MALE **79 %**
FEMALE **21 %**
**COUNTRY
OF RESIDENCE**
Canada **81 %**
Elsewhere **19 %**
*on October 20th 2017



@fuguesmagazine
TWITTER
2 617 subscribers
11 650 PUBLICATIONS



@fuguesmagazine
INSTAGRAM
265 followers (since August 1st, 2017)

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1276 AMHERST ST.
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NEWSLETTER IMPACT

SUBSCRIBERS & SENDINGS

AVERAGE NUMBER OF SUSBSCRIBERS **12 600** subscribers
NEWLETTERS SENT **2** sending / week
AVERAGE OPENING RATE **44 %**

SPECIAL NEWSLETTER (PRIDE, HIV
SPCIAL EVENT, etc.) **more than 5**

FIDELITY OF SUBSCRIBERS AND SPEED OF OPENING

OPENINGS in the first 24 hours **84 %**
OPENINGS in the first 48 hours **96 %**
OPENING at least one newsletter/month **88 %**

DEMOGRAPHIC DATAS

GENDER

• Male **59 %** • FEMALE **41 %**

AGE GROUP

• 18 - 34 yrs **36 %**
• 35 - 54 yrs **45 %**
• 55 yrs and + **19 %**

AVERAGE AGE

38 yrs

COUNTY OF RESIDENCE OF SUBSCRIBERS

• Canada **91 %**
• ELSEWHERE **9 %**

HOUSEHOLD INCOME

• Average household income **\$66,000 / year**

SOURCES : GOOGLE ANALYTICS (JANUARY - SEPTEMBER 2017)
& COMMUNITY MARKETING LGBT INDEX 2017

SOCIAL NETWORKS PACKAGES

A posting of a "news" or a video share on
Fugues NewsWire (FACEBOOK + TWITTER) \$300

FIVE (5) POSTINGS on Fugues NewsWire
\$1000